

## ABSTRACT OF THE DISCLOSURE

A transmitting apparatus for an interactive communication system using a broadcast wave, which includes a first storage unit, a second storage unit, and a transmitting unit. The first storage unit stores a plurality of frames of image data. The second storage unit stores control information which shows links between said plurality of frames of image data stored in the first storage unit, and which indicates a combining of a supplementary design with the image data. These supplementary designs are stored by a receiving apparatus and are combined with the image represented by the image data. The transmitting unit repeatedly transmits a predetermined number of frames of image data together with corresponding control information.